

Important City information available 24 hours by email and cell phone at [www.nixle.com](http://www.nixle.com)

## Focus on Customer Service

In an effort to provide the best customer service to our residents and visitors, the City recently conducted a customer service action plan. The resulting report contained 51 recommendations which ranged from creating written service expectations for employee-to-customer interactions to implementing a mystery shopping program, to making services available on the internet (e.g., submitting a pet license fee).

While some recommendations can be implemented quickly, others, such as redesigning the City's website, will require a longer lead time. A Customer Service Leadership Committee consisting of representatives from City departments have identified 274 tasks and projects.

To date, 11 recommendations have been completed and an additional 13 are in progress. Highlights of the projects include adoption of customer service values of *courtesy, promptness and knowledge*; a better revision of the City Hall campus map indicating where residents go for specific services; and WiFi installed in several City buildings for customer use.

Questions about this program may be directed to Kerry Bigelow at [kbigelow@chulavistaca.gov](mailto:kbigelow@chulavistaca.gov) or Connie Lawthers at [clawthers@chulavista.lib.ca.us](mailto:clawthers@chulavista.lib.ca.us).



## We're on Facebook!

The City of Chula Vista now has an official Facebook page! "Like" us to get up-to-the-minute information from the City. Visit [www.chulavistaca.gov](http://www.chulavistaca.gov) and locate and click on the Facebook icon in the top right of the home page. Once on the Facebook page, you will find the latest news releases, new programs and services, special events and much more. There are also links to the Facebook pages for Recreation, Library and Police departments. In addition, the website also features a link to YouTube containing various City videos including the Summer Reading Program from the Library and the Animal Care Facility's Foster Care Program.

## Food for Fines

The Chula Vista Public Library is offering an opportunity to wipe away overdue fines while helping those in need during its Food for Fines campaign.

From November 21 - December 23, bring nonperishable food items to the library and overdue fines will be waived



at the rate of \$1 per item. Donations will benefit South Bay Community Services to help local families in need. Those who do not owe fines are also encouraged to donate. Food will be accepted at the following branch libraries: Civic Center, 365 F St., and South Chula Vista, 389 Orange Ave.

In this economy, it can be difficult for people to pay their fines. This program enables library users to clear their records and help local families who are in need.

Non-perishable items such as canned vegetables; tuna and dried pasta count for up to \$1 worth of fines for each item. Up to \$10 of library fines per library card will be waived in exchange for donated food. Items may be used to clear fines only; not for lost or damaged books or Collection Agency fees.

Non-nutritious items such as candy, chips, etc., damaged containers, and foods that have passed their expiration dates won't be accepted in lieu of fines.

For more information visit any of the city's libraries or [www.chulavistalibrary.com](http://www.chulavistalibrary.com).

## Did You Know...

Now that Halloween is over, do you wonder what to do with all those scary carved pumpkins? Wonder no more! Pumpkins can be placed in your yard waste collection containers or better yet, compost them. To sign up for a home composting workshop, please call (619) 409-5900 or visit [www.chulavistaca.gov/clean](http://www.chulavistaca.gov/clean).

City offices will be closed Friday, **November 11** in observance of Veterans Day and also on Thursday, **November 24** and Friday, **November 25** for Thanksgiving.



## Upcoming Events

### Annual Otay Ranch Town Center Band Review & Community Festival

Join the festivities on **Saturday, Nov. 12** at the Otay Ranch Town Center Band Review as 15 bands from around Southern California compete for the coveted sweepstakes prize. Come out to support local schools! The competition takes place at Birch Rd. and Eastlake Pkwy beginning at 10 a.m. The parade immediately follows at the mall down Main Street featuring local dignitaries, cheerleaders and much more! For more information visit [www.paradeband.org](http://www.paradeband.org).

### Starlight Parade

The Starlight Parade is celebrating its 50th year on **Saturday, December 3!** The celebration kicks off at 6 p.m. with a Centennial themed nighttime parade ushering in holiday floats, marching bands, classic cars, carolers and more. Grab a seat early along the parade route from H to E Streets. And don't miss the Mayor's tree lighting ceremony at 5:30 p.m. in Memorial Park, located at 373 Park Way. For more information, call the Third Avenue Village Association at (619) 422-1982.



### LED Holiday Lighting Exchange

Chula Vista residents can exchange up to three incandescent holiday light strands for energy-efficient, multi-colored LED strands before the Starlight Parade. The exchange, sponsored by the City and SDG&E®, will be held on **Saturday, December 3** from 1 to 5 p.m. at Memorial Park located at 373 Park Way. Please bring a valid California ID and a copy of your current SDG&E bill with you to the event.

For more info visit [www.chulavistaca.gov/clean](http://www.chulavistaca.gov/clean) or click [HERE](#).

## Contacts

### Animal Care Facility

Animal Control 476-2476  
Adoptions/Fostering 691-5123  
Volunteering 691-5000  
Online ACF [CLICK HERE](#)

### City Attorney

691-5037

### City Clerk

691-5041

### City Manager/Administration

Main Line 691-5031  
Communications/Media Relations 691-5296  
Economic Development 409-5870

### Code Enforcement

691-5280

### Development Services

Land Development 691-5024  
Building 691-5272  
Planning 691-5101  
Small Business Services 691-5248  
Redevelopment & Housing 691-5047  
Redev. & Housing Online [CLICK HERE](#)

### Finance

Main Line 691-5250  
Purchasing 691-5141  
Business Lic. Online [CLICK HERE](#)

### Fire

Emergency 911  
Main Line 691-5055  
Prevention Division 691-5029  
Prevention Online [CLICK HERE](#)

### Human Resources

Main Line 691-5096  
Job Hotline 691-5095  
Volunteering 691-5000

### Library

Civic Center Branch 691-5069  
South Branch 585-5755  
Otay Ranch Branch *Coming Soon*  
Volunteering 691-5000  
Online Branch [CLICK HERE](#)

### Mayor & City Council

691-5044

### Nature Center

Nature Center Online [CLICK HERE](#)

### Police

Emergency 911  
Report Crime/Dispatch 691-5151  
Report Crime Online [CLICK HERE](#)

### Public Works

Conservation Division 409-3893  
CLEAN Business Program 691-5122  
CLEAN Program Online [CLICK HERE](#)  
Environmental Services 691-5122  
Engineering 691-5021  
Graffiti Hotline 691-5198  
Graffiti IN PROGRESS 911  
Household Hazard. Waste 691-5122  
Park Reservations Online [CLICK HERE](#)  
Storm Water Hotline 397-6000  
Recycling/Solid Waste 691-5122  
Service Requests 397-6000  
Service Requests Online [CLICK HERE](#)  
Transit 233-3004

### Recreation

Administration 409-5979  
Recreation Online [CLICK HERE](#)  
CV Woman's Club 691-5083  
Heritage Center 421-7032  
Loma Verde Center 691-5082  
Loma Verde Pool 691-5081  
Monteville Center 691-5269  
Norman Park Center 691-5086  
Otay Center 476-5325  
Parkway Center 691-5083  
Parkway Pool 691-5088  
Parkway Gym 691-5084  
Salt Creek Center 585-5739  
Veterans Center 691-5260